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Realizing Impact

2014 has been a great year for Clean Air Asia - a year defined by new ties and partnerships, accomplishments and new knowledge, and bolstered by a renewed focus on the impact we’re having on better air quality and livable cities.

This year, we launched two exciting initiatives that are regional in both reach and impact. In July in Tokyo, Japan, we launched the Integrated Programme for Better Air Quality in Asia (the IBAQ Programme) - a historic opportunity to expand upon Clean Air Asia’s air quality work throughout the region and have a real and tangible impact. The IBAQ Programme aims to improve urban air quality in Asia through a number of key impact areas: policy guidance and outreach, direct program support, communications and awareness raising, research, capacity building and air quality monitoring.

The operational core of the IBAQ Programme is the Guidance Framework for Better Air Quality in Asian Cities, which will guide policy and decision makers in addressing key urban air quality issues, and a set of Biennial Governmental Meetings on Urban Air Quality in Asia, which aims to harmonize approaches in tackling urban air pollution and related concerns among Asian countries.

We also launched the Cities Clean Air Partnership (CCAP) at the Golden Gate Bridge, San Francisco, in August. The CCAP is an initiative that aims to bring together more than 200 cities in Asia on the pathway to cleaner, healthier air by 2020. Under the CCAP, cities can work together in “twinning” partnerships that facilitate the exchange of solutions and best practices towards improvements in air quality and linked co-benefits. As part of the CCAP, we are also blazing a trail in implementing a city certification scheme as a mechanism with which to award cities for work aimed at improving capacity to manage air quality and reduce emissions. To do this, certification criteria will be developed to serve as a roadmap for cities wanting to lay the groundwork for a reduction in air pollution. Since the launch, seven pioneering Asian cities have signed up to join this exciting new partnership.
In China, we strengthened our work on capacity building for provincial and city officials on air quality management, initiated a regional collaboration platform in northeast China to improve air quality, and communicated China's progress and experience in fighting air pollution to other Asian countries.

The CAA India Office launched the next generation of our Walkability App, which gives pedestrians tools they can use to assess - and improve - walking conditions in cities across Asia.

2014 was also a year of strengthened capacity building in the cities in which we work as we rolled out successive regional trainings under the Clean Air for Smaller Cities (CASC) in the ASEAN Region in partnership with GIZ. In this initiative, we focused on smaller cities, helping them establish sound, science-based policies and action plans for clean air.

We have also increased our focus on the role of communications to make us more effective as an organization and as a tool for our advocacy.

In 2014, we launched the ‘WALK’ Campaign with our partner BBDO Guerrero - a campaign that aims to see at least a 1 million tonne reduction in CO2 by encouraging people to walk instead of using vehicles. Campaign materials will be made available for free for cities to implement the initiative.

Finally, 2014 saw our strongest Better Air Quality Conference (BAQ) thus far, held in Colombo, Sri Lanka. For the first time integrated with the UNCRD’s Environmentally Sustainable Transport Forum, the BAQ gathered together more than 1,200 stakeholders to devise next-generation solutions for clean air and sustainable transport towards a livable society in Asia. Thanks to our partners’ support and commitment, the BAQ was another milestone in the fight against air pollution and the quest for more sustainable cities throughout Asia.

As our role, impact and initiatives grow, so too does our team. We’ve added new staff and upgraded our office to be able to accommodate more staff.

Together with Clean Air Asia’s Board of Trustees, Country Networks and Partnership Members, we thank you for your generous support and look forward to the work we will do - and, more importantly, the impact we will have - in the coming years to achieve better air quality and livable cities.
The Organization

We catalyze action for clean air and livable cities in Asia.

Clean Air Asia is an international non-governmental organization that leads a regional mission for better air quality and healthier, more livable cities in Asia. We aim to reduce air pollution and greenhouse gas emissions in 1000+ cities in Asia through policies and programs that cover air quality, transport, industrial emissions and energy use.

We work with ministries (energy, environment, health and transport), cities, the private sector and development agencies to provide leadership and technical knowledge in the following areas: Air Quality and Climate Change, Low Emissions Urban Development, Clean Fuels and Vehicles, and Green Freight and Logistics. Clean Air Asia’s approach is hinged on science-based, actionable guidance combined with an ethos of partnerships and collaboration as key drivers for meaningful and lasting impact. Our Better Air Quality Conference, a biennial event first held in 2002, gathers together more than 1,000 policymakers, practitioners and industry leaders in developing solutions for cleaner air and livable cities.

Clean Air Asia was established in 2001 as the premier air quality network for Asia by the Asian Development Bank, World Bank and USAID.

Our mission is to promote better air quality and livable cities by translating knowledge to policies and actions that reduce air pollution and greenhouse gas emissions from transport, energy and other sectors.

Since 2007, Clean Air Asia has been a UN-recognized partnership comprised of almost 250 organizations in Asia and throughout the world with six Country Networks (Indonesia, Nepal, Pakistan, Philippines, Sri Lanka and Vietnam). Clean Air Asia is a registered non-stock non-profit organization headquartered in Manila, Philippines, with offices in Beijing, China, and Delhi, India. Clean Air Asia is governed by its articles of incorporation, bylaws and operations manual approved by its Board of Trustees.
Clean Air Asia is composed of a 9-member Board of Trustees that has oversight over Clean Air Asia and also comprises Board committees. The Board and Center Members meet annually.

The Executive Director and the Deputy Executive Director manage Clean Air Asia and the relations with the Partnership, Country Networks, and other partners and advisors. Together with the Head of Programs, the Transport Manager, the Finance and Administrative Services Manager, the China Director and India Director oversee the management of the three offices and Country Networks.

Program Managers are involved in planning and managing programs and projects, including the BAQ conference. Specialists and researchers support the programs and related activities.

Team Clean Air Asia during BAQ 2014

The Clean Air Asia Partnership Council represents Clean Air Asia’s organization members: cities, national government agencies, NGOs, academic and research institutes, private sectors, and development agencies and foundations. Its main role is to provide strategic advice on Clean Air Asia’s strategy and Better Air Quality conferences.

Our Country Networks facilitate Clean Air Asia’s activities with stakeholders in six countries together with local partners, while in other Asian countries we work directly with local partners. Our Country Networks are independent local NGOs or are hosted by local NGOs or associations.
Clean Air Asia is composed of a 9-member Board of Trustees that has oversight over Clean Air Asia and also comprises Board committees. The Board and Center Members meet annually.

The Executive Director and the Deputy Executive Director manage Clean Air Asia and the relations with the Partnership, Country Networks, and other partners and advisors. Together with the Head of Programs, the Transport Manager, the Finance and Administrative Services Manager, the China Director and India Director oversee the management of the three offices and Country Networks.

Program Managers are involved in planning and managing programs and projects, including the BAQ conference. Specialists and researchers support the programs and related activities.

### Our Team

**CLEAN AIR ASIA CENTER | Manila, Philippines**

- **Bjarne Pedersen**
  - Executive Director
- **Glynda Bathan-Baterina**
  - Deputy Executive Director
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- **Kaye Patdu**
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- **Robert Earley**
  - Green Freight and Logistics Program Manager
- **Alvin Mejia**
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  - Executive Assistant
- **Jeremy Estrada**
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- **Mark Ponce**
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  - Administrative Assistant
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The Better Air Quality Conference

Managing the sources of pollution most relevant to Asia were in the spotlight at the Better Air Quality Conference (BAQ 2014) held from 19-21 November, 2014, in Colombo, Sri Lanka.

More than 1,000 delegates from 50 countries took part in BAQ 2014 - themed “Next-Generation Solutions for Clean Air and Sustainable Transport - Towards a Livable Society in Asia” - and focused on such issues as cities and urban transport, freight and logistics, ports and marine transport, power plants and industrial sources of pollution, and household air pollution.

Held every two years, The BAQ conference is the flagship event of Clean Air Asia and is the biggest gathering of clean air and sustainable transport advocates working towards more livable cities in the region.

BAQ 2014 was integrated with the 8th Intergovernmental Environmentally Sustainable Transport Forum in Asia, and featured 24 breakout sessions, 12 pre-event sessions, four plenary sessions, and country roundtable discussions. Sources such as brick kilns and household air pollution. BAQ 2014 featured 24 breakout sessions, 12 pre-event sessions, 4 plenary sessions, and country roundtable discussions at BAQ 2014.

The Way Forward

The outcomes of the conference represent another step forward in combating the challenges of poor air quality, its health impacts, and climate change. This is in many ways where BAQ 2014 has both force and strength; having brought together a community of stakeholders, the conference has helped regional actors become change-makers, placing emphasis on synergetic, impactful action as the way ahead.

"BAQ serves as a reinvigoration of the region's commitment to livable cities and the pursuit of better air quality for all citizens. At the end of the day, BAQ will result in real action by cities to fight air pollution from the ground up," said Clean Air Asia Executive Director Bjarne Pedersen.

BAQ 2014 was co-organized by Sri Lanka’s Ministry of Transport and Ministry of Environment and Renewable Energy, Japan’s Ministry of the Environment, the United Nations Centre for Regional Development, and Clean Air Asia, in partnership with the Asian Development Bank, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), and the World Bank. For more information, visit www.baq2014.org.

"The bottom line on air pollution is that it has become the world's single most dangerous environmental and health risk.” — Robert O’Keefe, Clean Air Asia
The Better Air Quality Conference

2014 Better Air Quality Conference: A Renewed Commitment to Fight Air Pollution

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Dr. Carlos Dora of the World Health Organization talks about the health imperative for urgent action on air pollution during a BAQ 2014 session.

"The bottom line on air pollution is that it has become the world's single most dangerous environmental and health risk."

— Robert O'Keefe, Clean Air Asia

"BAQ serves as a reinvigoration of the region's commitment to livable cities and the pursuit of better air quality for all citizens. At the end of the day, BAQ will result in real action by cities to fight air pollution from the ground up, " said Clean Air Asia Executive Director Bjarne Pedersen.

Today, people in seven out of 10 cities in developing Asian countries breathe air that is both dangerous to their health and detrimental to the environment. Several air pollutants, such as black carbon (a component of particulate matter or soot), methane and ground-level ozone, can also contribute to global warming. Unfortunately, the current state of air quality management in Asian cities varies widely and has not kept pace with the changing urban landscape and the evolving challenges in reducing air pollution.

Clean Air Asia’s Air Quality and Climate Change (AQCC) Program responds to the international call for action on air pollution through engagement with various sectors and cities. The program works with and supports existing initiatives at the regional and national levels to strengthen and prioritize efforts aimed at addressing air pollution in a collaborative and integrated manner, particularly in areas where the burden of air pollution is high.
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Our Impact in 2014

Clean Air Asia led and empowered governments in forging a roadmap to better air quality in Asia

Clean Air Asia’s Guidance Framework for Better Air Quality in Asian Cities (Guidance Framework) will serve as a guide for cities and governments in implementing the Long-Term Vision for Urban Air Quality in Asia. The Guidance Framework, intended for use by policy and decision makers, will strengthen the capacity of cities and governments to manage air pollution. It recommends a roadmap for the implementation of six “Guidance Areas” that allows governments to improve their air quality (AQ) in the following areas:

- Setting and strengthening national ambient AQ standards and improving AQ monitoring systems;
- Developing and updating emissions inventories, source apportionment, and AQ modeling;
- Linking AQ levels and emissions data with health impacts and their social and economic costs (including the link with climate change);
- Developing, implementing and evaluating the effectiveness of clean air plans, policies and measures (including co-benefits with climate change);
- Communicating AQ, health and co-benefits information to governments, other organizations and the public; and
- Governance, including compliance and enforcement, financing and institutional frameworks.

In 2014, Clean Air Asia led a team of experts from government ministries, the scientific community, academia, development organizations, the private sector, non-governmental organizations and other civil society groups in drafting the Guidance Framework. The draft was presented at the 5th Governmental Meeting on Urban Air Quality, where it was reviewed by more than 70 participants representing governments, inter-governmental and non-governmental organizations, research institutions, and United Nations agencies. Upon completion, the Guidance Framework will equip stakeholders with a recognized guide with which to take concrete action to reduce air pollution.

With the launch of the Integrated Programme for Better Air Quality in Asia (the IBAQ Programme), Clean Air Asia is spearheading the implementation of an integrated approach to the management of air pollution in key regions in China and in cities throughout Asia

In July 2014, Clean Air Asia launched the Integrated Programme for Better Air Quality in Asia (the IBAQ Programme). The IBAQ Programme pioneers an integrated approach to air quality management, placing emphasis on a number of key impact areas: policy guidance and outreach, direct program support, communications and awareness raising, research, capacity building, and air quality monitoring.

The operational core of the IBAQ Programme is the Guidance Framework for Better Air Quality in Asian Cities, which will guide policy and decision makers in addressing key urban air quality issues, and a set of Biennial Governmental Meetings on Urban Air Quality in Asia, which aims to harmonize approaches in tackling urban air pollution and related concerns among Asian countries.

2014 saw the successful implementation of the initial IBAQ programme goals, particularly in initiating the establishment of regional collaboration in cities in northeast China and continued support for activities in the Yangtze River delta. As part of the programme, Clean Air Asia is currently working with at least 11 cities and several countries to improve air quality management. In 2015, the reach of the IBAQ Programme will be expanded in Asia with plans for Indonesia, Mongolia and Vietnam.

Clean Air Asia, through the launch of Train-for-Clean-Air (T4CA) regional training systems on air quality, has institutionalized regional capacity building on air quality management for smaller cities in Asia

Train-for-Clean-Air (T4CA) was established under the Clean Air for Smaller Cities in the ASEAN Region Project implemented by GIZ in coordination with the ASEAN Secretariat to institutionalize capacity strengthening for air quality management in small and medium-sized cities in the ASEAN region.

In 2014, as a partner and advocate of T4CA, Clean Air Asia rolled out trainings across the region on a range of diverse topics, including air quality management, air quality monitoring, course development, and emissions inventories. The following cities benefited from the trainings: Baguio, Cagayan de Oro, Chiang Mai, Iloilo, Manila, San Fernando, Singapore and Surabaya.

Through the Cities Clean Air Partnership (CCAP), Clean Air Asia is encouraging regional collaboration and experience sharing on air quality management across regions

The Cities Clean Air Partnership (CCAP) is a Clean Air Asia-led initiative that aims to curb air pollution and its impacts in Asian cities through an innovative city certification framework and city-to-city partnering in air quality management. The city certification framework aims to create incentives for cities to progress towards better air quality, while the city partnerships foster collaboration and learning that will support cities in gaining certification. The CCAP was launched in August in San Francisco by the initial partners United States Environment Protection Agency, Environment Protection Administration Taiwan, the South Coast Air District, the Bay Area District, and the California Public Utilities Commission.

Consultations on the city-certification framework were held during BAQ 2014. City associations (ICLEI, United Cities and Local Governments - Asia Pacific, CITYNET) and international air quality and climate experts recognized the potential of certification to drive measurable and replicable air quality improvements and co-benefits through city-level actions for clean air. During the session, seven pioneer cities - Taoyuan, Taichung, Baguio, Pasig, Colombo, Kathmandu and Haiphong - were named as initial CCAP partner cities.

The CCAP will move forward in 2015 with a view to achieving the following targets: Further development of the city certification program and “twinning” of the first volunteer cities that will allow a city and its partner city to share tools and best practices in air quality management. A CCAP Knowledge Platform, an online system for sharing information and networking such as a database for information exchange and a communications system, will also be established.
Asia is rapidly urbanizing. In China alone, 350 million people will be added to existing and new cities in the coming two decades. As Asian cities grow, both in size and income capacity, there will be an increasing demand for infrastructure, services, and the movement of people and goods.

Rapid motorization, inadequate transport systems and poor urban planning have all reduced the use of public transport, walking and cycling, creating a context in which the use of private vehicles has become a necessity rather than an option. As a result, vehicle numbers, energy use and emissions are steadily rising in tandem with the growth of cities.

To decouple the increase in emissions from urban growth, cities need better planning that integrates land use with sustainable transport and clean energy, combined with policies and measures to reduce air pollution and greenhouse gas emissions from all sources.

Clean Air Asia’s Low Emissions Urban Development (LEUD) Program promotes sustainable and low-emissions transport strategies by providing tools, data and information that aid the mainstreaming of these strategies into policy and investment decisions and allow for the exchange of knowledge.
Our Impact in 2014

Clean Air Asia develops emissions-assessment tools that support low-emissions transport actions and policies

Clean Air Asia, together with its partners, continues to provide practical and robust emissions-assessment tools to support the impact assessment of low-emissions transport actions and policies at project, city and national levels. 2014 saw the release of tools used to formulate study for a Long-Term Transport Action Plan for ASEAN that allows for the integration of long-term goals into emission-reduction policies. Clean Air Asia builds on and continues to apply other emissions-analysis tools, such as the Transport Emissions Evaluation Model for Projects, which has been applied globally to estimate the emissions-reduction potential of transportation projects.

Clean Air Asia continues to provide publicly available transport data that is beneficial in developing policy aimed at reducing emissions at the regional level

Through its projects related to emissions analysis, Clean Air Asia is able to generate unique data that is beneficial in advancing low-emissions transport in the region. For example, long-term projections of vehicle numbers in all ASEAN countries have been generated and shared with the public through the Clean Air Asia website. Clean Air Asia is continuing to invest in data collection, knowledge sharing and research on sustainable regional transport policies.

Clean Air Asia continues to build on the framework for sustainable transport in cities through the development and implementation of walkability and greenways projects

Clean Air Asia is increasing its engagement in on-the-ground projects that demonstrate the benefits of sustainable transport. In the Philippines, stakeholders were involved in discussions aimed at developing a high-quality greenways system in the Ortigas Central Business District of Manila. One of the aims is to decrease motorized transport in the area through the creation of a high-quality walking corridor. Linking Metro Rail Transit with a major city business district such as Ortigas will demonstrate how a developing country like the Philippines can make smart, effective investments in infrastructure for non-motorized transport and mobility.

Similarly, in India, Clean Air Asia supported a pilot project that has adopted a people-centric approach incorporating walking and biking in Nehru Place, a busy commercial district in South Delhi.

In 2014, Clean Air Asia further refined its Walkability app, a mobile phone application to assess walkability in cities that empowers pedestrians to improve walking facilities. The release of the second-generation Walkability app was launched during BAQ 2014. In addition, a toolkit to assess cyclability in Asian countries has also been developed, with the next steps involving Clean Air Asia’s China office in the launch of a Chinese language version.

Clean Air Asia’s communications campaign “WALK” demonstrated the effectiveness of promoting walking and non-motorized activities to the public

According to estimates, if all of Asia’s 1.7 billion urban population walked instead of used cars to make trips of up to 0.16 miles (0.25km), the environmental savings would translate to more than 1 million tonnes of CO₂, 13 million kilograms of particulate matter, and about half-a-million litres of gasoline. The WALK Campaign was launched during BAQ 2014. It aims to place traffic signs on thoroughfares across Asia that serve as compelling reminders of the many benefits of walking for both individuals and society. The images displayed on the signs will be based on existing signs with which motorists are already familiar, reinvigorating their meanings to promote the same message: Walk. The campaign was designed in partnership with BBDO Guerrero, the leading creative agency in the Philippines.

The WALK Campaign was road tested during the opening of a car-free area in Pasig City in the Philippines in coordination with the local City Environment and Natural Resources Office. The results were well-received by cities in Asia when presented by David Guerrero - Chief Creative Officer of BBDO Guerrero and a member of Clean Air Asia’s Board of Trustees - during a special session of BAQ 2014 in Sri Lanka.
In order to fast track and harmonize standards throughout Asia and to clean up in-use vehicles, the CFV Program is working to create a regional platform, the ASEAN Forum for Clean Fuels and Vehicles, that capitalizes on the current political will to work collaboratively and learn from countries that are further advanced in this area. This builds on the gains of the first CFV Forum in the ASEAN Region, which provided an opportunity to work closely with the ASEAN Secretariat to advance policies at the regional level. While the regional platform was primarily established for governments, it also brings stakeholders to the table, particularly the private sector, development agencies, investors and civil society.

Vehicle numbers in Asia will exceed 1 billion in 2035. Fuel consumption and CO₂ emissions are estimated to increase four-fold compared with 2005 levels. Achievements in curbing particulate emissions will be offset by vehicle growth. Asia needs tighter vehicle-emission and fuel-quality standards that go beyond light-duty vehicles and that are supplemented with fuel-economy standards, policies and programs for in-use vehicles and vehicle fleets.

Clean Air Asia’s Clean Fuels and Vehicles (CFV) Program supports countries in the development, strengthening and implementation of fuel-quality, vehicle-emissions and fuel-economy standards in the region.
Our Impact in 2014

By providing policy support for governments, Clean Air Asia is strengthening long-term actions for vehicle-emissions management and the improvement of fuel quality

Clean Air Asia assisted governments in establishing effective inspection programs, monitoring policies and technology trends in vehicle-emissions reduction as a means to manage emissions from in-use light-duty vehicles. Countries also received policy support from Clean Air Asia to aid the adoption of tighter fuel and vehicle standards. In conjunction with Country Networks and partners, Clean Air Asia contributed to Bangladesh and Sri Lanka’s development of draft national roadmaps for low-sulfur fuels.

Through continuous research and stakeholder engagement, Clean Air Asia is facilitating the exchange of knowledge supporting decision-making on cleaner fuels and vehicles in Asia

To inform policy discussions on the harmonization of fuel and vehicle standards, Clean Air Asia released a Status Report on Clean Fuels and Vehicles with up-to-date information on Asian countries’ diesel sulfur levels and standards covering light-duty vehicle emissions, heavy-duty vehicle emissions and in-use vehicle emissions. Clean Air Asia also released an Inspection and Monitoring (I&M) report that details the status of I&M systems in the region and policy recommendations for their improvement. In the Philippines, Clean Air Asia undertook baseline calculations for the country’s light-duty vehicle fleet in order to establish a scientific basis for the adoption of fuel-economy policies.

Clean Air Asia, along with other partners, contributed to the Handbook on Low Sulfur Fuels in China. Written by Michael Walsh, the handbook summarizes what is known about the impact of fuel sulfur content on vehicle emissions, and was useful in informing policy discussions in China on the implications of the phasing in of tighter new vehicle national standards.

Clean Air Asia is facilitating a coordinated effort in the region to advance vehicle fuel economy in ASEAN through the development of a harmonized policy roadmap

As an outcome of the Clean Air Asia-led 1st Experts Group Meeting on Accelerating Fuel-Economy Policies in the ASEAN Region held in Colombo on 18 November, 2014, the organization has begun working towards the development of a fuel-economy policy roadmap for the ASEAN Region, with support from the GIZ Transport and Climate Change Project, the Global Fuel Economy Initiative and UNEP. The creation of a regional platform - the ASEAN Forum for Clean Fuels and Vehicles - began in earnest during the 1st Clean Fuels and Vehicles Forum in 2013, which gave Clean Air Asia the opportunity to work with the ASEAN Secretariat to advance policies at the regional level. The roadmap will benefit from a partnership with Asia-Pacific Economic Cooperation (APEC), which is studying fuel economy labeling schemes - a niche that matches Clean Air Asia’s expertise in CFV.

Clean Air Asia, as Asia’s strategic partner with such international programs as the UNEP and the Global Fuel Economy Initiative, aligns the region with the global agenda for fuel efficiency

Clean Air Asia is the strategic partner for Asia of the UNEP and the Global Fuel Economy Initiative in improving vehicle emission and fuel standards and vehicle fuel economy in the region. This year, the scope of work expanded from light-duty vehicle-emissions standards to the newer area of heavy-duty vehicle emissions standards. During BAQ 2014, Clean Air Asia presented the initial baseline fuel-economy figures for the Philippine vehicle fleet, signaling the beginning of fuel-economy policy development. In addition to the Philippines, Clean Air Asia, as the Global Fuel Economy Initiative’s strategic partner, is also working with Indonesia, Thailand and Vietnam on various projects that include policy research, baseline analysis and the sharing of information.
GREEN FREIGHT AND LOGISTICS

Freight now accounts for 35 percent of the world's transport energy use and is growing more rapidly than passenger transportation. In Asia, freight movement is expected to grow from 1 billion to 8 billion tonnes per kilometer between 2000 and 2050. Trucks make up as little as 5 percent of national vehicle numbers yet they generate about 60 percent of transport emissions.

Most countries lack effective national programs or policies, financing mechanisms, data, and standard methodologies to support the private sector in improving fuel efficiency and reducing emission intensity across the supply chain. As the freight sector is highly fragmented and covers multiple modes, governments and the private sector need to collaborate nationally and regionally.

Clean Air Asia's Green Freight and Logistics (GFL) Program helped initiate the Global Green Freight Action Plan under the Climate and Clean Air Coalition's Diesel Emissions Initiative, launching the Green Freight and Logistics agenda on to the world stage. The GFL Program’s central role is in both defining the global conversation on green freight and in ensuring that Asia is an integral part of that conversation. Today, the GFL Program continues to utilize this position to develop and lead green freight logistics concepts and projects on the ground in Asia.
Our Impact in 2014

Clean Air Asia was instrumental in the establishment of green freight initiatives in countries throughout Asia.

Although a number of countries have expressed interest in green freight practices, not many have been able to access international assistance in this area. Clean Air Asia worked to bridge that gap by continuously interacting with key stakeholders and seeking support through international funders and partners such as the Asian Development Bank, the World Bank, UNCRD and the Climate and Clean Air Coalition.

As a result of Clean Air Asia interventions, Vietnam, Laos, Thailand, Indonesia and India were able to gain support for green freight initiatives. Clean Air Asia continues to collaborate with the Asian Development Bank in the Greater Mekong sub-region in promoting green freight. As part of the Climate and Clean Air Coalition Global Green Freight Action Plan, Clean Air Asia initiated activities supporting the establishment of green freight programs in Bangladesh and Vietnam.

Clean Air Asia also supported the formulation of the draft Environmentally Sustainable Transport (EST) strategy in Nepal, which has a specific focus on advancing green freight. Clean Air Asia’s India office, in collaboration with GIZ and private sector partners, also initiated activities to develop an assessment methodology and accompanying tools to assess truck fleet emissions and guide the selection of appropriate interventions.

Clean Air Asia’s work with global partners through existing fora such as the UNCRD’s “Environmentally Sustainable Transport” and the Transportation Research Board’s “Transforming Transportation” have increased the profile of and funding committed to green freight.

By partnering with UNCRD, the joint BAQ-EST 2014 conference featured green freight and the regional green freight cooperation agreement as a means of increasing the profile of green freight across the region and globally.

Within APEC, Clean Air Asia has promoted the integration of green freight into supply chain sustainability and the strategic development of ports as environmental data hubs for supply chains.
OUR OFFICES IN CHINA AND INDIA

In 2014, we developed a clear and succinct strategy for our work in China for the coming years, and we are on track to do the same for our work in India. The work of our office in China is focused on four main interventions: Capacity building, the development of stakeholder collaboration platforms, public engagement, and the promotion of South-South cooperation to ensure better air quality. Our work in India is predominantly focused on green freight, and 2014 saw further development in this area, including the establishment of a Green Freight India Working Group via a multi-stakeholder approach. We are planning to considerably expand our work in China in 2015, including both our office and our initiatives. In India, we are completing the official registration of our office, and also aim for the future expansion of our office and sphere of work.
Our Impact

During BAQ 2014, Clean Air Asia was instrumental in communicating China and India’s efforts to fight air pollution:

China’s national and city agencies responsible for air quality management were able to report on the steps taken and results achieved in cleaning its air. The latest policy developments in air pollution prevention and control in China were introduced at the conference’s opening plenary. Representatives and leaders from various sectors converged for the India roundtable discussions and identified green freight, non-motorized transport and the communication of air quality as priority areas for the coming years.

Improved capacity building of Chinese cities:

Clean Air Asia and the Foreign Economic Cooperation Office of the Ministry of Environmental Protection co-organized the 10th China City Air Quality Management Workshop themed “Air Pollution Emergency Response Management.” More than 80 representatives from 15 cities and five provinces learnt from the experiences of air quality managers from the US, Singapore, Beijing and Shanghai who shared best practices, the current situation and trends, and ways to resolve challenges. Experts from the US and China provided in-depth training on source apportionment for nine cities in the Pearl River delta region. In order to better support Chinese cities in capacity building, Clean Air Asia also conducted an extensive training needs assessment, as well as a training course developer workshop during which courses on specific air quality management topics were conceptualized and developed.

Clean Air Asia initiated regional city collaboration in northeast China:

The northeast region of China experienced episodes of severe seasonal air pollution in 2014 but lacked external sources of technical support and a dialogue platform for regional air quality management. Clean Air Asia initiated collaboration in the region by gathering officials - more than 30 participants from three provinces and seven cities - to exchange status, experiences, challenges and future work plans. Clean Air Asia’s provision of technical support and the creation of a platform for dialogue for cities were welcomed by the participants.

Clean Air Asia began establishing an innovative platform for cooperation with the private sector:

In 2014, Clean Air Asia signed a Memorandum of Understanding with Faurecia, a recognized leader in global vehicle-emissions control technology, to jointly support actions and interventions that accelerate the implementation of clean air and transport emission-control policies in key cities in China. As part of the agreement, Clean Air Asia will establish a collaborative platform that is solution-oriented and stakeholder-inclusive and promotes public and private partnership, with theaim of reducing vehicle emissions. In India, Clean Air Asia began working with Tata Steel in order to mitigate air pollution from the company’s freight operations utilizing our Green Trucks Toolkit. The pilot test resulted in a 45 percent improvement in fuel efficiency and hence a reduction in air pollution.

In India, Clean Air Asia facilitated the use of technology for better load and freight management in order to reduce emissions:

Clean Air Asia partnered with freightbazaar.com, an online freight brokerage platform that helps reduce empty miles - trips made by freight transport bearing no goods - by helping truck suppliers find return loads for the backhaul. Through the partnership, Clean Air Asia improved the platform’s user interface, launched a mobile phone application for improved accessibility, and improved the algorithm for better truck and load matching. Clean Air Asia also promoted the platform to the freight sector in order to have a larger impact on the reduction of fuel consumption.
In 2014, Clean Air Asia launched a new financial strategy to support our medium-term organizational sustainability. Support and income revenues increased by 22 percent from the 2013 level and resulted in a 45 percent increase in unrestricted fund balance/reserves.

For the year 2014, support and income revenues for Clean Air Asia amounted to USD $2,279,400, which includes deferred grants from 2013 realized in 2014 and excludes grants received in 2014 applicable to future periods. Corresponding grant expenses amounted to USD $1,574,000. Total fundraising expenses of USD $100,400 and general and administrative expenses of USD $542,400 represent 28 percent of total 2014 revenues (compared with 29 percent in 2013).

Clean Air Asia’s 2014 financial statements were audited by SGV&Co., an independent auditing firm in the Philippines and a member firm of Ernst & Young Global. SGV&Co. issued an unqualified opinion on the financial statements for the year ending 31 December, 2014, which is presented in accordance with Philippine Financial Reporting Standards (using the accrual basis of accounting) adopted from pronouncements issued by the International Accounting Standards Board.

<table>
<thead>
<tr>
<th>Statement of Support, Income, Expenditures and Fund Balance</th>
<th>Unrestricted /a</th>
<th>Restricted /b</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUPPORT AND INCOME</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td>$ 674,192</td>
<td>$ 1,573,485</td>
<td>$ 2,247,677</td>
</tr>
<tr>
<td>Membership Donations</td>
<td>30,000</td>
<td>-</td>
<td>30,000</td>
</tr>
<tr>
<td>Other Income</td>
<td>1,203</td>
<td>541</td>
<td>1,744</td>
</tr>
<tr>
<td></td>
<td>705,395</td>
<td>1,574,026</td>
<td>2,279,421</td>
</tr>
<tr>
<td><strong>EXPENDITURES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grant Expenses</td>
<td>-</td>
<td>1,574,026</td>
<td>1,574,026</td>
</tr>
<tr>
<td>Fundraising Expenses</td>
<td>100,414</td>
<td>-</td>
<td>100,414</td>
</tr>
<tr>
<td>General and Administrative Expenses</td>
<td>542,407</td>
<td>-</td>
<td>542,407</td>
</tr>
<tr>
<td></td>
<td>642,821</td>
<td>1,574,026</td>
<td>2,216,847</td>
</tr>
<tr>
<td><strong>EXCESS OF SUPPORT AND INCOME OVER EXPENDITURES</strong></td>
<td>$ 62,574</td>
<td>-</td>
<td>$ 62,574</td>
</tr>
<tr>
<td><strong>FUND BALANCE AT BEGINNING OF YEAR</strong></td>
<td>139,264</td>
<td>-</td>
<td>139,264</td>
</tr>
<tr>
<td><strong>FUND BALANCE AT THE END OF THE YEAR</strong></td>
<td>$ 201,838</td>
<td>-</td>
<td>$ 201,838</td>
</tr>
</tbody>
</table>

/a Unrestricted funds are those without donor-imposed restrictions and can be used for general operating expenses of the Center.
/b Restricted funds are for projects undertaken under grants and support with donor-imposed restrictions. The center is restricted from using the fund for purposes other than its intended use.
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### Expenditures: General and administrative expenses (in thousands) - total is US$ 0.542 million

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renumeration and benefits</td>
<td>$233.5</td>
<td>43.0%</td>
</tr>
<tr>
<td>Office and rental utilities</td>
<td>$116.6</td>
<td>21.50%</td>
</tr>
<tr>
<td>Travel and per diem</td>
<td>$76.5</td>
<td>14.1%</td>
</tr>
<tr>
<td>Third party services</td>
<td>$60.4</td>
<td>11.1%</td>
</tr>
<tr>
<td>Trainings, seminar and workshops</td>
<td>$14.6</td>
<td>2.7%</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>$8.0</td>
<td>1.5%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$32.8</td>
<td>6.1%</td>
</tr>
</tbody>
</table>

### Allocation of Support and Income Revenues (in thousands) - total is US$ 2.279 million

- Grant Expenses ($1,574.0) 69.1%
- Fundraising Expenses ($100.4) 4.4%
- General and Administrative Expenses ($542.4) 23.8%
- Surplus ($62.6) 2.7%

### Expenditures: Grant expenses for programs and projects (in thousands) - total is US$ 1.574 million

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project implementation, renumeration and benefits</td>
<td>$503.3</td>
<td>32.1%</td>
</tr>
<tr>
<td>Trainings, seminar and workshops</td>
<td>$318.6</td>
<td>20.2%</td>
</tr>
<tr>
<td>Travel and per diem</td>
<td>$132.9</td>
<td>8.5%</td>
</tr>
<tr>
<td>Third party services</td>
<td>$16.9</td>
<td>1.1%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$6.6</td>
<td>0.4%</td>
</tr>
</tbody>
</table>
Robert O’Keefe, Chair

Bob is Vice President of the Health Effects Institute, which assesses the health impacts of air pollution in developing countries. He is regularly called on to address prominent institutions, including the Executive Office of the US President, the US Congress, the European Parliament, the National Research Council, the Institute of Medicine, the Asian Development Bank and the World Bank, as well as many other domestic and international bodies. A long-time environmental regulator, he also serves as a member of the USEPA’s National Clean Air Act Advisory Committee and has been a Woodrow Center Scholar.

Cornie Huizenga, Vice-Chair

Cornie was instrumental in establishing Clean Air Asia and was its first Executive Director until December 2008. He is currently the Secretary-General of the Partnership on Sustainable Low Carbon Transport (SLoCAT).
Francis Estrada, Treasurer

Francis is the former Chairman of De La Salle University in the Philippines and former President of the Asian Institute of Management. For more than 30 years, Francis has been a prominent international investment banker, financial adviser and financial entrepreneur, specializing in Asia-related financial operations. He has established several Asia-related financial institutions and commercial enterprises around the world.

Elisea Gozun

Elisea was the former Presidential Assistant II on Climate Change and the former Secretary of the Department of Environment and Natural Resources in the Philippines. In 2007, UNEP named her the Champion of the Earth for Asia and the Pacific.

Mary Jane Ortega

Mary Jane is Special Advisor and the former Secretary-General of the Regional Network of Local Authorities for the Management of Human Settlements (CITYNET). She is also the Vice-President of the Global Executive Committee of ICLEI. She served as Mayor of San Fernando City in the province of La Union, Philippines, for three terms from 1998 to 2007. She was a member of the steering committee of the UN Habitat and United Nations Institute for Training and Research and the United Nations Advisory Committee of Local Authorities.

Shreekant Gupta

Shreekant is Professor at the University of Delhi School of Economics and Adjunct Professor at the Lee Kuan Yew School of Public Policy at the National University of Singapore. He was previously Director of the National Institute of Urban Affairs in New Delhi, India, and served as Coordinating Lead Author for the Intergovernmental Panel on Climate Change. He specializes in environmental and natural resource economics, urban economics, and public economics.

David Guerrero

David is the Chair and Chief Creative Officer of BBDO Guerrero/Proximity Philippines. The agency is part of BBDO Worldwide and a member of Omnicom Group Inc., a global advertising, marketing and corporate communications company. His office is ranked as one of Asia’s Top 10 Creatives by Campaign Brief Asia.

He Kebin

He Kebin is Professor at the Department of Environmental Science and Engineering at Tsinghua University in China. He specializes in air quality management and has more than 25 years’ experience in this field. He sits on various committees advising governments and organizations on air quality and emissions management.
Partnership Members and Donors

Clean Air Asia Partnership Members

The Clean Air Asia Partnership consists of representatives from local governments, national governments, civil society, academic/research institutions, the business sector, and development organizations committed to improving air quality, sustainable transport, energy use and urban development in major cities in Asia.

The Clean Air Asia Partnership is represented by the Partnership Council which, like the partnership itself, is multi-sectoral. The Partnership Council is principally responsible for preparing and facilitating the biennial Partnership Meeting with support from the Clean Air Asia.

Cities: Mary Jane Ortega (Chair) is Special Advisor and the former Secretary-General of the Regional Network of Local Authorities for the Management of Human Settlements (CityNet) from 2010 to 2013. She served as the Mayor of San Fernando City in the province of La Union, Philippines, for three terms from 1998 to 2007.

National Government: Elly Sinaga is the Director General of the Research and Development Agency, Ministry of Transportation, in Indonesia.

Non-Governmental Organizations and Academic and Research Institutions: Wing-tat Hung is Associate Professor at Hong Kong Polytechnic University’s Department of Civil and Structural Engineering, and Director of the Conservancy Association, the oldest environmental group in Hong Kong.

Private Sector: Maschinenbau Haldenwang GmbH & CO., KG (MAHA), Germany.

Development Agencies and Foundations: Roland Haas (Vice-Chair) is Programme Director of the Cities, Environment and Transport in the ASEAN Region Programme of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.
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Donors in 2014

Asian Clean Fuels Association (ACFA) | Asian Development Bank
AECOM | AVL | China Road Transport Association | Civic Exchange
Climate Works Foundation/Shakti Foundation | DHL | Energy Foundation
Environmental Protection Administration Taiwan | Etest
Faurecia Emissions Control Technologies | FIA Foundation
Fredskorpset Norway | German International Cooperation (GIZ)
Green Growth Best Practices | Green Freight Asia
Guangdong Provincial Department of Transport | Hanoi Urban Transport Development | International Council on Clean Transportation
Institute for Global Environmental Strategies
Institute for Transport Policy Studies | International Environmental Partnership | Kuehne Logistics University | MAHA | Ministry of Environment Japan | Rockefeller Brothers Fund | SEE Foundation | SGS
Shell Philippines | Smart Freight Center | Stockholm Environment Institute
United Nations Centre for Regional Development | United Nations Environment Program Partnership for Clean Fuels and Vehicles
UN Habitat | UNEP Regional Office for Asia Pacific | UPS Foundation | USAID
Vehicle Emission Control Center of MEP
US Environmental Protection Agency | World Bank | Wuppertal